

# **CUSTOMERS' WILLINGNESS TO PURCHASE TEA BAGS**

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## ABSTRACT

Product attributes and consumer attitudes are considered to have an influence on customers' willingness to purchase tea bags and, as a consequence, also on its consumption. To improve the current minimal understanding of these influences for tea bags, a survey instrument in the form of a questionnaire has been developed and collected data in Ratnapura district. The first part of the questionnaire covers customers' demographic information and the second focuses on product factors, health consideration, promotion, consumption pattern, convenience customer attitudes and past experience. Chi-Square test and binary logistic regression analyses of responses from 200 participants reveal that specific product attributes and consumer attitudes affect customers' willingness to purchase tea bags.

Results elaborate that health consideration of customers while purchasing tea bags and tea consumption pattern of the customers do not relate to the customers' willingness to purchase tea bags hence p-value is higher than 0.05 in the chi-square analysis. The logistic regression analyses reveal that the most important attributes that affect the willingness to purchase tea bags are product factors, promotion, convenience, consumer attitudes and past experience of using tea bags. Meanwhile affected factors serve a positive relationship with the willingness to purchase tea bags.

*Key Words:* willingness to Purchase, Tea Bags, Product Attributes, Consumer Attitudes